

# **R. J. Reynolds**

Tobacco Company

D. M. \_\_\_\_\_  
T & D. \_\_\_\_\_  
S. R. M. \_\_\_\_\_  
S. A. M. *24* \_\_\_\_\_  
151373

**E. W. WORLEY**  
CHAIN ACCOUNTS MANAGER

1000 TOWER LANE  
SUITE 248  
BENSENVILLE, IL 60106  
Ph: (708) 860-7423  
Fax: (708) 860-7424

## **ELECTRONIC MAIL**

TO: R. J. Reynolds Personnel Responsible for Calling on Walgreens  
District Managers

DATE: April 28, 1993

SUBJECT: Winston \$4.00/40 Cents Off Promotion  
Camel B1G1F Promotion

Walgreen Corporate Headquarters has approved the above promotions. A letter will be mailed informing District Managers to contact and work with local R. J. Reynolds personnel in reference to implementation of these promotions. Please contact your local Walgreens District Manager as soon as possible.

I informed Walgreens that R. J. Reynolds reps will visit each store and furnish displays and P.O.S. Advertisement to reflect carton/pack price reduction.

If you feel it is necessary to work a buy down program on Winston Brands to meet competition please handle with the local Walgreen District Manager.

I am sending copies of all correspondence/details regarding this promotion to you and divisions with Walgreens stores.

Please communicate any additional details handled at district level with divisions in your area.

If I can assist you in any way, let me know.

cc: All Division Managers with Walgreen stores  
Regional Managers  
Area Vice Presidents

attachments

EWV:ym

WALG4-40.DOC

*CC: TED, ANN, DAVE*

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